

CASE STUDY

How we helped MyStrengthBook go from concept to paying customers in less than one year.

1000%

Higher pre-launch email signups than client goal

28%

Subscriber to Customer Conversion Rate

11,200+

Unique visitors to marketing site pre-launch

1,988+

Active users in first 60 days

With Tiller, you're guaranteed that whatever your expectations are, the end product will exceed them in both design and development. They can work on tight deadlines, execute on very complex ideas and they genuinely care about the success of your product.



Avi Silverberg
Co-founder

tiller.

MyStrengthBook is a platform (SaaS) that allows athletes to track and analyze their training data to build better workouts and improve performance. The company has launched into the single sport market of powerlifting and is growing their product for additional sports.

Highlights

THE CHALLENGE

- Transforming prototype into full-custom software
- Need for market validation and PR/marketing plan
- Founders had no technical or software background
- Niche market meant steep learning curve for incoming partner
- Firm and ambitious deadlines

THE SOLUTION

- Product design, development and marketing
- Brand development (logo, guidelines)
- Creation of marketing website for early lead-gen
- Collaborative product development process
- Alpha, beta and final versions developed with extensive testing and QA

THE RESULT

- 11,200+ unique visits to pre-launch site
- 2,300 lead emails captured prior to launch, 1000% higher than client goal
- 28% Subscriber to Customer Conversion Rate

THE AWARDS

- Startup Chile
- Arch Grants

How do you go from a clunky prototype to full-featured SaaS product in less than a year?

For MyStrengthBook founders Avi Silverberg (CEO) and Mike MacDonald (CFO), it was about finding a team of collaborators who could speak their language.

THE CHALLENGE

Taking a Niche Product From Concept to Launch

After winning powerlifting competitions at both national and world championship levels and coaching elite athletes for the Canadian national team, Avi and Mike had experienced firsthand how powerful training data could be to improve performance.

However, trying to consistently track, and meaningfully interpret, training data was an ongoing struggle.

“First, we wanted to analyze our own training. Then, as I went into coaching, I wanted to track my athlete's training data as well, but we didn't have the tools on hand to capture and analyze the data the way that we wanted to,” Avi recalls.

With better data tracking, athletes could see where and how they were progressing, optimize their workouts and understand the impact of their training in a more actionable way.

Like many powerlifters, Avi and Mike found themselves trying to build a makeshift solution using the limited tools available.

“We designed a prototype using Microsoft Excel to the best of our ability, but it was very time consuming, wasn't user-friendly and still couldn't extract the kinds of data we could do something with,” Avi explains.

“There are a lot of complicated algorithms at play, and we got to the point that the solutions we needed weren't possible in Excel. We needed custom software from the ground up.”

With no technical or software background to fall back on, they needed outside help to turn their prototype into a fully functional and marketable solution.

“We know powerlifting, but we aren't software guys. We knew we needed to find somebody that had that development expertise and body of knowledge,” Avi recalls.

The founders evaluated options ranging from offshore labor to onboarding a technical co-founder and ultimately decided to look for a vendor who could take them from concept to launch.

But after rounds of disappointing meetings, Avi and Mike still hadn't found the right fit for their promising platform.

“When we sat down with other companies, they talked too far over our heads. We didn't have the technical language or understanding to communicate at that level,” Avi sighs.

“We wanted to work with collaborators who could help us understand not only what needed to be done, but why it should be done that way. We didn't want to just hand a team a prototype - we wanted someone who could guide us through things that we hadn't thought about from a technical development standpoint.”

When the founders met Tiller Digital, they knew they'd found the right fit.

“We really wanted to work with collaborators who could connect the dots for us and help us understand not only what needed to be done, but why it should be done that way.”

THE SOLUTION

An Integrated Team and Clear Communication

From their very first meeting, it was clear to Mike and Avi that Tiller could speak both business and tech, and bring them together in a way that was easy for everyone to understand.

“Chantelle (Founder, Tiller Digital) is a masterful communicator. She made us feel comfortable, even when we felt like we were asking 'dumb' questions,” Avi explains.

Equally important to Avi and Mike was that Tiller had all of the resources they needed to build and market their software under one roof.

“Tiller has an integrated team that includes marketers, designers and developers,” Avi explains. “We could all come together in the same room and discuss solutions from different perspectives with a shared language.”

However, building software for a highly-specific niche would be no easy task.

“Powerlifting is extremely specific. If you don't get it down to the smallest detail, it won't be meaningful,” explains Avi. “You can't build something like this in a vacuum. It's important that the people working with you buy into the product and understand what makes the data meaningful to the athlete.”

To take on this challenge, Tiller's designers, developers and marketers studied the culture, language and metrics of powerlifting with help from Avi and Mike.

“We explained some of the specifics about powerlifting - the workouts, equipment, numbers, protocols and variables - all of which needed to be integrated into our product,” Avi says. “I was very impressed with Tiller's uptake of all the information. I came out of some meetings saying 'that was a lot of information we just threw at them' but in future team meetings or documents, they would be using our language the right way.”

Tiller's team also dug into popular workout and fitness apps (Fitbit, Fitocracy App, Nike+ Training Club, Teambuildr, C25K, etc.) to inform the design and marketing plan for the web application.

After setting milestones and mapping out the critical deadlines they needed to hit, Chantelle and her team began developing MyStrengthBook's logo and brand guidelines.

At the same time, important discussions were had surrounding the planning and architecture of the web product, including which technologies would be best to use.

“They took the time to educate us on things that were or were not possible, and did a great job of communicating the impacts of different choices in development,” recalls Avi.

While the product was in the early design phase, Tiller created a marketing site to generate immediate leads for the impending product launch, including SendGrid integration for email campaign automation.

“We wouldn't have been able to succeed on the marketing side without the branding and the site Tiller created for us,” Avi smiles. “Before we even launched, we had some strong market validation.”

With leads pouring in, work continued in earnest to design and develop the software. Throughout the development of the alpha, beta and final product, communication remained open and constant.

Designers, frontend developers and backend developers came together regularly to discuss, debate and collaboratively solve problems with the help of multiple perspectives.

“Our solution, development wise, is actually quite complex given the algorithms that are at play,” Avi explains. “Tiller had the ability to handle the transition of data happening behind the scenes and push it back to the user in a seamless, beautiful way. It was the marriage of design and development that Tiller could deliver that was important to us.”

And when the inevitable snags and challenges came, Avi and Mike rested easy knowing Tiller would step up to solve the problem and hit the deadline regardless.

| “In a crisis, they’d be there almost immediately, with all hands on deck” recalls Avi. “They had our back.”

MyStrengthBook launched on September 14, 2016 – a week ahead of the agreed upon schedule.

| “They took us from scratch. From a marketing website, to development, and design. We learned from them and they learned from us. It’s been a true collaboration.”

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THE RESULT

A Strong Launch and Huge Growth Potential

Even before MyStrengthBook had launched, the numbers were already stronger than Avi and Mike had expected.

Over 11,200 unique visitors came to the marketing site in the six months leading up to the product launch, driving 1000% more email signups than the client’s communicated goal.

Those numbers were driven through collaborative efforts between Tiller and the founders, with Reddit, Instagram and Facebook serving as the primary traffic drivers.

| “We had a goal to capture 200 email subscribers before our launch, and we ended up with over 2,300,” grins Avi. “We worked hard to get these users to the door together, and it paid off.”

Within 24 hours of the official launch, over 1,000 users had signed up to trial the product.

Tiller also maintained strict timelines throughout the project – no small feat in the world of software development.

| “We had a very strict deadline with how we wanted to phase out the product and go to market and there were certain non-negotiable dates,” Avi explains. “We had assurances from Tiller and checks and balances all along the way. They were able to deliver on their promise, and that went a long way in building our trust.”

From a design and development standpoint, the product has been an enormous hit with powerlifters, and feedback on the tool's interface and functionality has been extremely positive.

“When we launched this product people were blown away by the design,” Avi beams. “We had people tell us months before our official launch that our beta product was better than anything they had ever seen before.”

Above all else, Avi has been impressed with Tiller's dedication to the success of MyStrengthBook.

“Chantelle and her team are extremely detailed.” Avi continues, “We felt like they loved the product as much as we did, and we could see that they cared about how it would impact the end user. They shared our values, and that's the kind of company you want to partner with.”

The future is bright for MyStrengthBook, with plans to continue developing new features and eventually roll out similar analytic tools for different sports.

“We are going to continue working with Tiller to scale and expand this product,” Avi smiles. “We are looking forward to that. We are now in a position to grow our app much bigger than we ever anticipated.”

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tiller.

**Choose a team who cares as much
about your launch as you do.**

Let us help you build your platform
from the ground up.

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